



**SURFSIDE BEACH TOWN COUNCIL
BUDGET WORKSHOP MINUTES
APRIL 30, 2014 AT 8:00 A.M. and MAY 1, 2014 AT 9:00 A.M.
TOWN COUNCIL CHAMBERS**

WEDNESDAY, APRIL 30, 2014

CALL TO ORDER.

Mayor Samples called the budget workshop to order at 8:00 a.m. Mayor Samples, Mayor Pro Tempore Mabry, and Councilmembers Dodge, Johnson, Kohlmann, Smith and Stevens were in attendance. A quorum was present. Others present: Councilmembers-Elect David Pellegrino; Bob Childs, and Ralph Magliette; Administrator Fellner; Finance Director King; Planning Director Morris; Public Works Director Adair; Fire Chief Cimini; Police Chief Keziah; Recreation Supervisor Ellis, and Town Clerk Herrmann.

Ms. Fellner presented organizational charts and an overview of the proposed Fiscal Year 2014-2015 Municipal Budget. A copy of the presentation is on file. Ms. Fellner explained that a balanced budget equals expenditures plus revenue plus existing fund balances. The proposed budget totals \$6,311,005 of which \$274,240 from reserves will be added to anticipated revenue.

Major Increases in the FY2014-2015 budget equal \$712,100, which includes (specific details are on file):

- Accommodations Tax transfers of salaries and benefits
 - Police \$99,000
 - Special Events \$5,500
- Sanitation transfers of salaries and benefits
 - \$70,000 (partial salaries for director and administrative assistant)
 - \$50,000 annual payment to the town for services rendered (may be reduced to \$30,000)
- Employee salaries and benefits, \$102,000
 - 1-percent cost of living \$34,000
 - 2-percent merit, \$68,000 - Unused merit will be partially absorbed by the four salary adjustments to be discussed with Town Council in executive session. Copies of the employee evaluation form were distributed to councilmembers.
- Workers Comp \$33,850
- Tort \$12,100
- Utilities \$14,100
- Materials and Supplies \$11,450
- Capital Items \$194,525
 - Grounds
 - F-150 Pickup \$20,000
 - Life Trail \$7,000
 - Public Works
 - Street department dump truck \$125,000
 - Backhoe \$60,000
 - Radios \$7,450
 - Fuel Pump System \$13,000 – current system is 25 years old, software no long compatible
 - Non-departmental IT (information technology) equipment \$42,800
 - Storage space
 - Archival offsite backup
 - Exchange server for email

56 Millage Rate: Town Council determines the millage rate and how the millage is split. Currently,
57 the 40 mills assessed has one (1) mil dedicated by ordinance to capital projects for stormwater
58 improvements, and three (3) mills dedicated to capital replacement (major equipment/vehicles, etc.) by
59 policy. Information was provided on the millage history, which shows that the town's millage decreased
60 from a high of 55 mills when stormwater projects were implemented in 2003-2005, to the current rate of 40
61 mills that was adopted in 2011. A tax increase was not proposed for this budget, because it was difficult
62 to successfully raise taxes in a reassessment year.

63
64 Salaries: The budget includes a one (1%) percent of living increase for all employees, and a two
65 (2%) percent merit increase. There will be some employees that do not receive any merit increase.
66 There are four employees that need salary adjustments, which will be discussed in executive session at a
67 later date. Salaries and benefits are flat, but the cost is increasing because of factors outside of the
68 town's control. On July 1st, the state is increasing the retirement contribution to eight (8%) percent. Due
69 to new accounting rules, all salaries *except* Sanitation will be paid from the general fund. Sanitation
70 salaries will continue to be paid from the sanitation fund, which is an enterprise fund. Salaries
71 customarily paid by hospitality and other funds will now have monies transferred from the respective
72 funds to the general fund for payment to the employees. This change accounts for the approximately
73 \$60,000 difference in the salary total in the general fund.

74
75 Non-Departmental Information Technology (IT) Equipment: The equipment is necessary,
76 because of storage space issues; archival offsite backup is new, because the provider no longer offers
77 that service, and it is required under state code. The current email provider had three breaches this year.

78
79 General fund balances have remained relatively flat within \$400,000 since the 15-month year,
80 ranging from \$5,482,037 to \$6,232,384. The balance will be lower than last year's and it will probably
81 continue on a downward trend.

82
83 Vehicle and capital replacement funds receive 3 mills annually to fund replacement of vehicles
84 and other capital items. This allocation is done by precedence, not ordinance. The appropriation is
85 estimated to be \$150,000 in FY2014-2015. The capital replacement reserve has an anticipated budget of
86 \$559,137 on June 30, 2015, the close of the next fiscal year.

87
88 Capital projects revenue and expenditures include total revenue of \$353,500, which includes
89 taxes, interest, and transfers from hospitality funds of \$45,000 for beach renourishment; \$79,000 from
90 accommodations tax; and stormwater fund balance of \$168,100. Expenditures include stormwater
91 expenses \$229,500 and increase to reserves for beach renourishment \$124,000.

92
93 Mayor Samples said the finance committee asked staff to bring an ordinance to amend the
94 existing capital projects ordinance to specifically address beach renourishment so that future councils will
95 continue to set aside monies for beach renourishment, because there was a four-year period when no
96 funds were reserved for beach renourishment. The town does not initiate beach renourishment, but must
97 be prepared to pay its portion when the state or federal governments begin the project.

98
99 Ms. Fellner explained that beach renourishment was never included in capital projects, but
100 beginning with the FY2014-2015 budget, it was included in the fund. The capital projects fund was
101 established in 2003 and was initially used for the large stormwater drainage projects. However, the fund
102 was adopted to use for any type capital project. Keeping beach renourishment funds in capital projects
103 will remove it from the accommodations tax Tourism Revenue Committee purview, and would make
104 renourishment funds easily identifiable for Town Council and the public. The June 30, 2015 stormwater
105 ending balance is \$63,767, and the beach renourishment fund ending balance is \$292,718. Ms. Fellner
106 cautioned against expropriating beach renourishment funds as the town would be responsible for
107 accounting for those monies.

108
109 Mr. Johnson said that Town Council received inappropriate or bad advice when it was told
110 reserving funds for beach renourishment were unnecessary. Council was told that the federal

111 government would fund beach renourishment projects, which of course, is incorrect. Ms. Fellner said
112 while she was not the administrator at the time that that was her understanding also. The federal
113 government has now clearly stated that it will not be responsible, so the town needs to be aggressive with
114 beach renourishment savings.

115
116 Mr. Smith asked:

- 117
- 118 • Was council travel per diem included in the travel and training expense. Ms. Herrmann said that
119 amount was omitted. **The estimate was \$4,480 for the summer and winter meetings. Ms. Fellner**
120 **said the amount would be added.**
 - 121 • What is CSI software? Ms. Fellner said that was the financial software and was also used by the
122 planning, building and zoning department for business licensing.
 - 123 • What is "Georgia Detention" contractual service for under the police department general fund in
124 the amount of \$2,160? Chief Keziah said that was jail doors and locks maintenance and the mandatory
125 annual inspection required by the state.
 - 126 • Can uniform amounts for gas and diesel fuel be used throughout the budget; each department
127 has different amounts. Ms. Fellner said that would be corrected.
 - 128 • An explanation of the \$5,000 for the senior committee in the non-departmental general fund
129 budget. Mr. Magliette said that was for two exercise stations for the passive park and also a map
130 designed for seniors with points of interest, walking and bicycle trails. He expects that a PARD (South
131 Carolina Parks and Recreation Department) grant will reimburse up to 80-percent of that cost.
 - 132 • Reduce the Movies After Dark amount from \$8,000 to \$750 per movie. Ms. Ellis explained that
133 each movie had a license fee of \$350 to \$400, plus additional fees for shipping to town and returning the
134 movie, plus equipment rental to show the movie. Each movie cost about \$750. There are nine movies
135 scheduled, three of which were already paid for because of rain-outs last year. Ms. Fellner said there
136 were other costs, and she thought that was why \$1,000 per movie was budgeted. Mr. Smith said thank
137 you.

138
139 Mayor Samples urged all councilmembers to state their concerns and/or goals so they could be
140 included in the budget. The municipal budget should support the Comprehensive Plan goals and
141 objectives. The town is in good financial shape insofar as outstanding debt; the only debt is the lease/
142 purchase on the fire truck.

143
144 **RECESS at 9:18 a.m. - RECONVENE at 9:38 a.m.**

145
146 **PROPRIETARY FUNDS**

147
148 Enterprise funds are used to account for operations that are financed and operated in a manner
149 similar to private industry. The town has two enterprise funds: the sanitation services and the fishing pier
150 operation. Annual budgets are prepared for each fund.

151
152 **Sanitation Fund**

153
154 The sanitation services are provided for all residents including trash, recycling, and yard debris
155 pickups. Commercial dumpster service is provided for business accounts. Charges are billed on the
156 monthly Grand Strand Water & Sewer Authority statements, which cost the sanitation fund \$1.25 per
157 account per month. The sanitation fund buys one collection truck every year to keep its fleet current. The
158 2014-2015 proposed budget includes one residential side-loader for \$280,000. Except for the 15-month
159 year, the revenue was flat, but a rate increase was adopted in 2014-2015, so there is a slight increase.
160 The net position, which accounts for depreciation and for all debits and credits, including physical assets
161 (diesel fuel in the tanks), has been increasing.
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Pier Fund

This fund was established in 2008 when the town purchased the fishing pier. Revenue is generated by spectator admissions and fishing licenses, in addition to rent from the businesses located on the pier and parking revenue in the pier parking lot. Loan repayments to the general fund were deferred for two years beginning in 2011, and as of 2013 are being paid. One reason for the payment deferral was there was no operating restaurant, and there were major repairs necessary to the pier, which required an engineering specialist to address the structural deficiencies. Ms. King is making the payments quarterly now, which should ease the pier fund cash flow problem and ensure timely repayment to the general fund. Ms. Fellner believed that was a good way to minimize the problems associated with a lump sum, year-end payment. The pier fund debt to the general fund totals \$570,500 as of April 1, 2014. The next payment is due July 1, 2014. The fund currently has sufficient monies to meet all of its financial obligations.

Mayor Samples explained that the \$2.3 million net position for the pier was not cash; it was the value of the pier. Ms. Fellner said pier revenue had increased slightly during the past two years, which she attributed to the improving economy.

Mr. Tom Dodge asked if any consideration had been given to selling the pier. He said it was a very big expense to the town and he thought that expense would continue to grow. Mayor Samples said council had not discussed that.

Mr. Smith asked if the pier had ever been subsidized with general funds. Ms. Fellner said not to her knowledge. Mayor Samples agreed. Mr. Smith said operating costs was paid by the pier revenue. Ms. King said hospitality funds were used for the pier for loan payments, engineering, pile wrapping and some other things.

Mayor Samples said that council sought ways to use legally use hospitality revenue to fund mandatory items and to create a balance in the pier fund so loan payments could be made from the pier fund. Town Council approved the transfers. Ms. Fellner said that was right, but there was a perfect storm as such, no business tenant and major repairs were made. Mayor Samples commended Town Council for complying with the law to obtain OCRM (South Carolina Department of Health and Environmental Services –Department of Ocean and Coastal Resource Management) permit approvals.

Ms. Fellner said pier revenue totals \$350,575: \$252,800 admissions; \$97,275 parking revenue, and \$500 interest. Expenses total \$350,575: \$18,100 repairs and maintenance; \$46,690 parking services; \$13,450 interest; \$100,000 depreciation; \$29,280 transfers out, and \$123,055 increase in net position. The proposed ending net position statement balance for the pier is \$2,370,808.

Mr. Pellegrino asked if the parking included the pier and Yaupon. Ms. Fellner said just the pier lot; it did not include the Yaupon lot.

Ms. Kohlmann asked where the insurance expense for the pier was located. Ms. Fellner explained there is only accident liability insurance on the pier, which cost \$4,800. There is no replacement cost coverage.

Mayor Samples asked what happened if the pier was destroyed. Ms. Fellner said it depends on the circumstances, the reporting source, and when it happened. Mayor Samples said if it was a private pier, the owner would fund all cost to replace. Because the town's pier was public, it was not clear how it would be rebuilt. Ms. Fellner said just as the federal government was stepping back its responsibility for beach renourishment, it probably would also do so as regards to rebuilding a public pier. Mayor Samples believed that everyone liked having the pier.

Ms. Kohlmann asked if the pier would be insured for replacement cost once the expansion was completed. Mayor Samples believed that was a legitimate question that council should consider.

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Mr. Johnson said anything could be insured. It was a matter of cost.

Mayor Samples said the improvements that council made were situated closer to the land side, which may minimize any damage. He personally agreed that it was a high risk proposition to spend a lot of money on the pier, and not have it properly insured. In 1993 the pier was destroyed by a Nor'easter storm.

Ms. Mabry said the restaurant survived at the pier for 40 years, but even though new construction was closer to the land side, there was no guarantee it would be there tomorrow.

Mr. Tom Dodge asked what the increase to home insurance in the area would have on insuring the pier. Mayor Samples said general liability was the only insurance on the pier now, which was customary and usual business practice at a cost of less than \$5,000 per year. Mr. Dodge said without coverage on the pier, it should be sold. He had spoken with a potential purchaser. Ms. Fellner asked if Mr. Dodge would get the individual in touch with her, as she was not aware of any interest. She would bring the proposal to council. Mr. Dodge said he would be happy to.

Mr. Magliette assumed the pilings were intact, and just the decking was blown off, which would not be too expensive to replace. Mayor Samples said, no, the pilings were also uprooted and the end of the pier was completely gone.

SPECIAL REVENUE FUNDS

Hospitality

The local hospitality fee was authorized by positive majority vote May 28, 1996, which imposed a 1-percent hospitality tax throughout the town that is levied on gross proceeds from sales of prepared meals and beverages sold in town businesses. Ms. Fellner said that staff projects that hospitality revenue will be about \$27,000 higher this year. She noted that revenue amounts from FY2009-2010 through FY2012-2013 included parking revenue, which is now placed in the general fund. Hospitality revenue is kept in a separate fund to be used for:

- Beach related functions like dune restoration, nourishment, renourishment, sand fencing, etc.
- Purchase and maintenance of beach accesses
- Capital improvements to beach and related facilities like parks, public parking, restrooms, etc.
- Transportation improvements including street paving, sidewalks, bikeways, rights-of-way acquisition, etc.
- Purchase land and construction of passive and active parks, park facilities, playground equipment, etc.
- Construct of public safety services buildings; purchase public safety capital equipment, etc.
- Payment of bond indebtedness required to provide approved services
- Administrative cost association with collection, accounting for, and applying hospitality fee revenue

Projected revenue is \$652,000; \$650,000 hospitality taxes, and \$2,000 interest. Proposed FY2014-2015 expenditures of \$652,000 include (specific details are on file):

- \$82,900 Police (flashes software will be removed from the budget [\$56,800 includes police and fire] as explained at the last council meeting, Horry County delayed project two years)
- \$66,100 Fire (flashes will be removed)
- \$24,300 Grounds
- \$3,200 Recreation and Special Events

- 274 • \$225,000 Capital Improvements – beach walkover, OCRM permitting, and renovations to the
- 275 Rescue Squad Building or Pier expansion
- 276 • \$150,000 transfer to general fund (historical amount transferred)
- 277 • \$45,000 transfer to capital fund for beach renourishment
- 278 • \$55,500 increase fund balance
- 279

280 The Rescue Squad lease has an automatic 5-year renewal, but there is a possible breach in
281 contract where the squad has not performed pursuant to the lease. The building is in bad condition. A
282 lease on the pier is expiring in 2017. The town never wants to be in a situation where a lease expires and
283 there is a long-term vacancy on the pier that results in failure to make payments to the general fund.
284 Therefore, Town Council was asked to consider expanding the pier to include an arcade with an
285 educational component about the pier, the CRS, flood, indigenous aquatic life, etc. The arcade and
286 education component would help promote the pier as a destination.
287

288 **Local Accommodations Tax**

289
290 Town Council approved the local accommodations tax on September 11, 2001 in the amount of
291 .05-percent. The tax is levied on gross proceeds from rental or charges for accommodations furnished to
292 transients (30 days or less) as provided by SC Code 12-36920(A) . Revenue must be kept in a separate
293 fund and used specifically for tourism-related purposes. Revenue is generally flat over the last four years.
294 Revenue is transferred to the general fund and is used for:

- 295
- 296 • Tourism-related buildings
- 297 • Tourism-related cultural, recreational or historical facilities
- 298 • Beach accesses and renourishment
- 299 • Highways, roads, streets, and bridges providing access to tourist destinations
- 300 • Advertisements and promotions related to tourism development
- 301 • Water and sewer infrastructure to serve tourism-related demand
- 302 • Resources to operate and maintain previous items, including police, fire protection, emergency
- 303 medical services, and emergency-preparedness operations attendant to those facilities. Past
- 304 precedent has been to use all of these funds for this purpose.
- 305

306 **State Accommodations Tax**

307
308 A 2-percent accommodations tax on transient rentals (less than 90 days) imposed by the state
309 and credited to the municipality as authorized by SC Code 12-36-2630(3). The first \$25,000 goes to the
310 general fund; then 65-percent of the remainder goes to the accommodations tax fund; 30-percent goes to
311 advertising through the Myrtle Beach Area Chamber of Commerce (Chamber,) and the remaining 5-
312 percent goes to the general fund. The mandated accommodations tax committee makes
313 recommendations to Town Council for the use of the 65-percent. Projected revenue for 2014-2015 is
314 \$520,000. The 65-percent remaining in the accommodations tax fund is projected to be \$329,175. Major
315 uses of accommodations tax fund:

- 316
- 317 • Police service increase due to number of tourists
- 318 • Raking the beach
- 319 • Upkeep of beach restrooms
- 320 • Cleaning the beach
- 321 • Beach renourishment
- 322

323 Proposed FY2014-2015 Expenditures total \$549,970:

- 324
- 325 • \$41,445 Police
- 326 • \$9,000 Public Works
- 327 • \$35,300 Recreation & Special Events

- 328
- 329
- 330
- \$186,075 Non-departmental
 - \$199,150 transfer to general fund
 - \$79,000 Beach Renourishment – transfer to capital projects

331

332 Mr. Smith asked if more cameras would be installed, and asked if they were budgeted. Ms.

333 Fellner said no. Chief Keziah said the town was waiting for approval from local businesses to add

334 cameras, and more equipment may be installed in the future. The Wildfire Company is solvent; there are

335 no issues there.

336

337 Ms. Dodge asked if all hospitality advertising was done through the Chamber. Ms. Fellner said

338 no. Ms. Dodge asked if there was another place that could advertise for the town. Ms. Fellner said the

339 town handled a lot of its advertising related to specific events. The Chamber has partnered more with the

340 town during this past year than in any prior year since 2008. The Chamber assisted with fireworks, a

341 number of the 50th Anniversary celebration activities, and is also very near completion of a town tourism

342 website.

343

344 Ms. Fellner closed the introduction by explaining that initiatives used in developing the budget

345 were aimed at

- 346
- Developing a balanced budget
 - Improving efficiency and effectiveness by optimizing utilization of employees, and
 - Researching and evaluating alternate funding sources, including grants, fees and expansion of business in the commercial district

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351

352 In the process, the goal is to continue maintaining the level of services expected by residents,

353 businesses, and visitors to the town. This strategy does not allow for growth of funds in reserves and the

354 continued good stewardship of the town's capital replacement plan, and strategic use of monies in other

355 proprietary and special funds. In essence the reserves are being used to meet operating expenditures

356 and not saving money for future needs, which was a concern.

357

358 During the past three years, the town has relied on the escalation of transfers from both special

359 and proprietary funds to make the general fund whole and to balance the budget. While this strategy

360 afforded the town the ability to not raise taxes, it is shortsighted in that it does not allow for the build-up of

361 capital reserves or plan for the reality of ever-escalating costs. In essence, the struggle to balance the

362 budget will become more difficult with every year moving forward, especially if revenues plateau or

363 decline. This is to say nothing of what would happen if an emergency situation arose (major bulkhead

364 failure in a primary swash, or tropical storm, for example).

365

366 A discussion was held about the length of time it took staff to clean up debris from the winter ice

367 storms, and what would happen if a major event occurred. Ms. Fellner explained that the town contracts

368 with DRC, who would assist the town after a major catastrophic event. DRC would bring staff and

369 equipment to get the town back in operation. There is also an oversight company that documents the

370 work for reimbursement from FEMA (Federal Emergency Management Agency).

371

372 Ms. Fellner continued explaining how this policy did not allow for advancement of projects that in

373 the long run would save the town money or increase its revenues. Using the current financial strategy of

374 cannibalizing the town's reserves means that there is very little "extra" money with which to capitalize on

375 opportunities. The town has only two and one-half months operations reserve, which is minimal. The

376 General Accounting Standards Board recommends two months minimum.

377

378 Mayor Samples said staff would be required to work after a major storm event, but the revenue

379 stream would stop. He personally did not believe two months reserves were adequate; he believes the

380 optimum is six months reserves, because of the town's situation.

381

382 Mr. Smith asked which revenue streams would stop after a storm. Ms. King replied
383 accommodations tax, hospitality tax, local accommodations tax, parking revenue, business licenses in the
384 following year would be less, because the businesses would have lost business. She believed permits
385 would also go down, because no building would happen during the clean-up period. Ms. Fellner said
386 property tax would most likely also be affected, because in a severe storm homes would be destroyed,
387 which would change the property to land only. When people began rebuilding, permits and licensing
388 would increase, but that might be a while.

389
390 Mr. Pellegrino said the presentations thus far showed basically flat revenue streams and asked if
391 time would be taken to discuss options to grow revenue streams. The town has had limited growth, and
392 funds were being shifted between funds to compensate for inflation and expenses. He suggested
393 discussing new revenue streams like the pier expansion, annexation and revitalization of the business
394 corridor, and maximizing infrastructure like the former sanitation services offered in Caropines. Ms.
395 Fellner said after the upcoming staff presentations, which include means of creating new revenue, Town
396 Council will decide whether it wants to proceed with staff recommendations. Ms. Fellner was open to any
397 recommendations offered by Town Council.

398
399 Mayor Samples said when he was first elected to Town Council before the fiscal year was
400 changed, which accounted for the 15-month year anomaly, council would go on retreat in November five
401 months before the budget adoption. Council did not get into the budget details, but spent time discussing
402 emerging issues like stormwater projects that resulted in a tax increase. He suggested that council go
403 back to the budget retreat so it could brainstorm and fully vet ideas to reach consensus on how to
404 improve the town so staff could prepare a budget to support those consensus items.

405
406 Ms. Fellner said at some point in the future the town must realize new revenue streams or make a
407 choice about its level of service or the tax burden the citizens were willing to bear. It was staff's goal to
408 methodically identify new revenue streams and present them to Town Council. The good news was that
409 the town was one of the municipalities in the *country* (*speaker's emphasis*) that is not significantly
410 encumbered with debt service, which gives the town an excellent point from which to start reversing the
411 current trend. It was Town Council's decision on how to achieve financial stability and maintain services
412 in the town. Ms. Fellner thanked staff, especially the finance department, for work on the budget. She
413 also thanked Town Council and town citizens for their support during the past year and looked forward to
414 working together to successfully manage growth and services in the Family Beach.

415
416 Mayor Samples said Ms. Fellner presented an idea to him about changing the way the budget
417 was presented. He was skeptical about it, but since he started serving on council, he believed this was
418 the best presentation and illustration of the budget that had ever been presented in terms of creating a
419 context. Ms. Fellner did an outstanding job. Mayor Samples commended staff for their hard work and
420 support of Ms. Fellner.

421
422 **RECESS at 10:52 a.m. - RECONVENE at 11:07 a.m.**

423
424 **Police Radios**

425
426 Chief Keziah presented the digital radio migration information. A complete copy of the
427 presentation is on file. He explained the town currently connects to Horry County's 800 megahertz (MHz)
428 operating system. Pursuant to federal and state mandates, Horry County is removing public safety from
429 its 800 MHz system within the next two to four years. The county has many issues to resolve before
430 actually implementing the system. The P25 is the standard developed so that various public safety
431 agencies could communicate and is to be used exclusively by public safety. Horry County was
432 implementing this as a cost measure for public safety, because it had so many radios in its other
433 departments. The "flash" is the software to convert the radio to a digital platform. The flash expense will
434 be removed from this year's police and the fire budgets, because the county has postponed
435 implementation.

436

437 Mr. Magliette asked if any grants or assistance were offered to help transition, since the state
438 mandated the change. Chief Keziah said no, and while he did not know exactly what system the county
439 would change to, he knew that it would be digital and upgrading equipment should begin so it would be
440 compatible.

441
442 Chief Cimini explained that this change came about after the September 11, 2001 attack on the
443 World Trade Centers, because none of the public safety agencies could communicate with each other.
444 The change will ensure that all agencies, whether state, county, or local government can communicate
445 with each other in the future.

446
447 Chief Keziah said public works cannot use the P25 system, and will use a stand-alone VHF
448 system, which the town already has in place. Ms. Fellner said the town already had purchased its
449 license. Chief Keziah said public works would give all its 800 MHz radios to the police department so
450 they can be cannibalized to bring the police radios up to standard. The county will program the town's
451 radios at no charge. The estimated cost to replace public works radios is \$12,775, which would pay for
452 maybe three digital radios that cost about \$4,100 each. This budget includes four radios at \$4,200 each,
453 and \$800 each for the flash. Actual prices may vary; negotiations are on-going with the vendors. The
454 department will need a total of 10 radios to replace old units that are not compatible and 44 flashes (to
455 adapt public works radios); he planned to purchase a few radios every year until they had all the
456 department needs. The overall cost, including the flashes, is \$103,300; the cost to replace all the radios
457 is \$46,500.

458
459 **Public Works**

460
461 Mr. Adair presented a conceptual plan that included options to either refurbish the Rescue Squad
462 building or to expand the pier, a copy of which is on file. The \$200,000 amount budgeted was a place-
463 holder, and should fund either project that Town Council chose to pursue. Details were presented about
464 work needed at the Rescue Squad building, which would provide office and storage space for the police
465 department. Mr. Adair said the permit at the pier can be amended to include more expansion. The pier
466 could be expanded to include an arcade and an educational component.

467
468 Ms. Kohlmann expressed concern that there was no replacement coverage insurance on the pier,
469 and hated to see the town invest even more money improving the pier without purchasing adequate
470 insurance. That being said, she supported improving the pier.

471
472 Mr. Stevens believed there were investors that would be willing to work with the town on the pier
473 expansion.

474
475 **TOWN COUNCIL CONCURRED TO USE \$200,000 FOR PIER BUSINESS EXPANSION.**

476
477 **LUNCH RECESS at 12:01 p.m. - RECONVENE at 1:02 p.m.**

478
479 **PLANNING, BUILDING AND ZONING**

480
481 Ms. Morris presented annexation options that including annexing businesses along the Highway
482 17 Corridor at the north end of town. Three options were offered; there was a detailed discussion
483 including the various methods of annexing businesses, the expenses, infrastructure, services, and
484 revenue.

485
486 **TOWN COUNCIL CONCURRED THAT THE PLANNING DIRECTOR SHOULD COLLECT**
487 **ADDITIONAL INFORMATION AND APPROACH THE FOUR BUSINESSES (the Camping Store,**
488 **McDonalds, Old Time Pottery, and Joey Doggs) ON THE WEST SIDE OF THE HIGHWAY**
489 **REGARDING ANNEXING INTO THE TOWN AND BRING THE INFORMATION BACK TO TOWN**
490 **COUNCIL.**

491

492 Ms. Morris distributed a welcome book that was developed last July after Ms. Mabry bought a
493 copy of Rock Hill's open for business campaign that she got at the Municipal Association summer
494 meeting. Not only does the book outline what needs to be done for specific projects, but also gives the
495 individual information that is necessary for business licensing, establishing sanitation account with public
496 works, fire codes, and requirements from the police department for after hours. The booklet also
497 questions whether the business will be in a flood zone, because CRS (Community Rating Service) gives
498 credit for that. Important telephone numbers are also included. She planned to meet with customers and
499 discuss their projects, while using the book as a tool to ensure the individuals understand exactly what
500 has to be done. Forms were not included in the book, because they periodically change. Ms. Morris
501 suggested that the business license form and the building permit form be redesigned for uniformity. The
502 departments are working on that. Forms will be added to the book as needed.

503
504 Mayor Samples also suggested putting the book online.

505
506 Mr. Pellegrino said information should be included about the benefits of opening a business in
507 town. He suggested a campaign "Surfside Beach Open for Business."

508
509 Mr. Magliette said better customer service was a comment he continually heard during his recent
510 campaign. He liked the book, and suggested that a prepaid comment card be included so the department
511 would get feedback about service. Ms. Morris thought that was a great idea. It was also suggested that
512 the business committee discuss problems those members were experiencing and providing feedback to
513 her. She will contact the business committee, and incorporate a comment card in the book. **TOWN**
514 **COUNCIL CONCURRED TO USE THE BOOKLETS.**

515
516 Mr. Stevens asked how often the newsletter was mailed. Ms. Fellner said three times a year. Mr.
517 Stevens asked why town businesses could not purchase advertising in the newsletter, which would offset
518 the cost. Ms. Fellner said they had considered selling advertisements in the newsletter, on the Facebook
519 page, and on the town's website, but like most other municipalities, when the suggestion was presented
520 to Town Council several years ago. Council decided against selling advertisements. If council wished to
521 reconsider the sale of advertising, she would comply with the directive.

522
523 Mr. Pellegrino said there was a resource cost involved with selling advertising, which would need
524 to be considered. Ms. Fellner said that was correct.

525
526 Mayor Samples said that volunteers actually prepare the town newsletter. Ms. Fellner said the
527 volunteers get the basic copy together and then she spends an average of about three hours correcting
528 and formatting for the printer. Mayor Samples said there was recent experience with selling advertising
529 for the 50th Anniversary magazine; sales failed to meet the goal. Mayor Samples reminded council that
530 programs and funds had been condensed. Just before he was seated as mayor, the town had an
531 administrator and a deputy administrator. The deputy administrator position was eliminated, and now
532 there is an executive assistant to help the administrator, and Ms. Messall does a great job. If someone
533 would volunteer to sell the ads, then perhaps it would work. However, town staff has other priorities.

534
535 A lengthy discussion was held regarding customer service in the planning, building and zoning
536 department. Ms. Morris said staff attended many classes to maintain their various certifications; other
537 than that when they are out of the office it is to perform inspections or perform other town business. The
538 certifications, like the stormwater plan review, save the town a lot of money. The building official attends
539 class at least once a month; occasionally, she also attends the same class because they are both
540 certified. Options were discussed to improve service, including using on-call certified building officials
541 and having the front desk call staff to see if they could meet customers in the office.

Special Events and Recreation

542
543
544
545 Ms. Fellner said data would be collected during the coming year so that at next year's budget
546 workshop actual event data could be presented to Town Council. Ms. Ellis was charged with proposing

547 rate increases for the civic center and Floral Lake Clubhouse that would be comparable to other towns,
548 and would be enough revenue to ensure proper cleaning, and maintain the property.
549

550 Ms. Ellis presented a slide presentation, a copy of which is on file. The clubhouse was not used
551 very often, because it was too small to accommodate a large group. She itemized the current tenants
552 and rates, and the proposed new rates. There were several groups that used the civic center weekly or
553 monthly equaling 118 hours at no charge; no payment of any kind to pay for utilities, insurance, cleaning,
554 or supplies. People have even brought in empty hand sanitizer bottles and filled them from the civic
555 center's bottles, and have taken home extra toilet paper and trash bags. Use of the civic center is about
556 85-percent non-residents and 15-percent resident. **TOWN COUNCIL CONCURRED FOR STAFF TO
557 BRING A PROPOSAL FOR FEE INCREASES FOR THE CIVIC CENTER AND FLORAL LAKE
558 CLUBHOUSE.**
559

560 **Fire Department Cost Recovery Program**

561
562 Chief Cimini gave a presentation on the cost recovery program, a copy of which is on file. The
563 law provides that the department can recoup its cost for responding to an emergency. Basically, the fire
564 department would file a claim through "InnovaPad," a 3rd party billing company. Flat rates are applied for
565 equipment used. The town would receive 75-percent of the revenue. Claims would only be filed against
566 non-residents. **TOWN COUNCIL CONCURRED THAT STAFF SHOULD INVESTIGATE INNOVAPAD
567 FURTHER AND PRESENT INFORMATION TO COUNCIL**
568

569 **RECESS at 3:03 p.m. - RECONVENE at 3:15**
570

571 Ms. Fellner said because the workshop was progressing quickly, the lunch for tomorrow was
572 cancelled. She suggested beginning at 9:00 o'clock on Thursday, and the workshop would probably be
573 finished by 12:00 noon or shortly thereafter. **COUNCIL CONCURRED**
574

575 **FIRE DEPARTMENT INSPECTION REVENUE PROPOSAL**

576
577 Chief Cimini said a proposal was discussed several months ago, and presented a proposal to
578 increase the fire inspection fees, a copy of which is on file. It was suggested that the building official, who
579 is also a SC State Certified Fire Marshall, could perform the initial fire inspection when inspecting the
580 building for a certificate of occupancy. The inspection fee could be collected when the permit is issued by
581 the building department. He discussed the buildings to be inspected, the proposed fees and penalties,
582 the various types of inspection, and penalties for failure to comply with directives. Revenue was
583 projected to be between \$50,000 and \$60,000 annually. A part time inspector and supplies would cost
584 about \$16,500 per year netting about \$45,000 annually to the general fund. Ms. King was concerned
585 about how the billing would be done. Ms. Fellner said this was brought to Town Council again, because
586 the business committee unanimously supported the proposal; the program would reduce insurance
587 premiums. **TOWN COUNCIL CONCURRED TO DIRECT STAFF TO GET MORE DETAILS ON THE
588 FIRE FEES FOR A PRESENTATION AND PREPARE AN ORDINANCE TO PRESENT TO THE
589 COMMUNITY**
590

591 Mayor Samples said that councilmembers should be prepared to share their long range goals at
592 the session tomorrow morning. He was particularly interested in improving Highway 17 and would seek a
593 commitment on the part of the town to set aside monies to get the Department of Transportation to begin
594 engineering.
595

596 Ms. Mabry said in regards to CRS, today, April 30th, was National Prepare-a-Plan Day with
597 FEMA. She suggested that everyone prepare a plan with their family so they would know what to do
598 during a storm event.
599

600 **RECESS at 3:56 p.m. for the remainder of the day**
601

602 **THURSDAY, MAY 1, 2015**

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604
605

RECONVENE at 9:00 a.m.

606 Mayor Samples, Mayor Pro Tempore Mabry, and Councilmembers Dodge, Johnson, Kohlmann,
607 and Stevens were in attendance. Councilmember Smith was absent. A quorum was present. Others
608 present: Councilmembers-Elect David Pellegrino; Bob Childs, and Ralph Magliette; Administrator Fellner;
609 Finance Director King; Planning Director Morris; Public Works Director Adair; Fire Chief Cimini; Police
610 Chief Keziah; Recreation Supervisor Ellis, and Town Clerk Herrmann.

611

612 Ms. Mabry asked each department director, the administrator and town clerk what they needed to
613 make their respective departments operate more efficiently and how Town Council could help. (Directors
614 were excused at the end of their presentations.)

615

Special Events and Recreation, Supervisor Ellis

617

- Identify venue for town events other than Surfside Drive or blocking off pier parking lot
- Convert Martin Field, which is underutilized, to an amphitheater for concerts and plays
- Reevaluate town events; some are stale

618

619

620

**TOWN COUNCIL CONCURRED TO HAVE MS. ELLIS BRING RECOMMENDATIONS TO THE
NOVEMBER BUDGET RETREAT**

622

623

Police Department, Chief Keziah

624

- Improve customer service even more that they have in the past year
- More office and storage space; the department has outgrown its space

625

626

627

**TOWN COUNCIL CONCURRED TO HAVE CHIEF KEZIAH BRING RECOMMENDATIONS TO
THE NOVEMBER BUDGET RETREAT**

628

629

630

Fire Department, Chief Cimini

631

- Revisit the National Institute for Occupational Safety and Health (NIOSH) report to ensure compliance with the recommendations when the when new chief hired
- Reconsider full time fire marshal position
- Continue mutual aid and growing work relationships with county fire department
- Continue cross-trained medical/firefighter unit in fire station, which are counted for ISO and fulfils the two-in, two-out OSHA (Occupational Health & Safety Administration) guidelines at scenes
- Maintain turn-out gear replacement schedule
- Consider part time fire inspection position

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Public Works, Director Adair

641

- Encourage Town Councilmembers to visit the department and learn about its functions, operations and projects
- Improve communication between councilmembers, staff and within the department
- Raising the procurement ceiling for three verbal quotes from up to \$1,000 to up to \$2,500; three written quotes from \$1,000 to \$5,000 to from \$2,500 to \$10,000, and bid letting from \$5,000 to \$10,000
- Improve Surfside Drive with curb and gutter, palm trees planted. It is the gateway to the pier, and it will be a priority over the next few years
- Continue improvements to signage and striping around town through the Federal Highway Administration – goal is to complete during the next 5 years
- Improve town roads that need repaving – some have only been paved once back in the 1980s; the goal is to pave three miles every year
- Make Surfside Beach the “crown jewel” of the Grand Strand

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655 **TOWN COUNCIL CONCURRED TO HAVE MR. ADAIR PRESENT AN ORDINANCE TO**
656 **AMEND BIDDING PROCESS FOR CONSIDERATION**
657

658 Mayor Samples suggested that Mr. Adair begin attending the GSATS (Grand Strand Area
659 Transportation Study) technical meetings, because he knows the road plans, and it would relieve Ms.
660 Fellner of that additional responsibility. Ms. Fellner said that Mr. Adair works with most of the people that
661 sit on that committee, so it made sense for him to represent the town. Mr. Childs said no representation
662 would but the town at the bottom of the priority list. Ms. Fellner said GSATS could also take away funding
663 from projects. Mayor Samples said the town has \$4 million approved in the state plan for improvements
664 to the frontage roads and three intersections. Mayor Samples said Town Council needs to start
665 discussing and select the area for the next phase of design underground wiring, which is funded through
666 franchise fees paid by citizens.

667
668 ***Planning, Building and Zoning***, Director Morris

- 669 • The director disagreed wholeheartedly that the department gave bad customer service. After
670 listening to how the receptionists responded to customers; subsequently, she spoke with Ms.
671 Messall and now reception physically checks the office to see if they are there. If not, the
672 receptionist offers to call the director or building official to see if they could come in, or asks if they
673 can take a message, so perception should change drastically.
- 674 • Reconsider on-call South Carolina State certified building official, which would improve customer
675 service
- 676 • Help to implement CRS, which is the most important task to be addressed right now (staff is
677 collaborating with Myrtle Beach, but most work has to be done independently; Horry County does
678 not participate in CRS); work will be on-going with annual tasks, for instance 911 properties must
679 be sent letters annually about flood hazards. There are four target areas. Ms. Morris averages 4
680 hours a night on CRS. The goal is within 5 years to receive a rating of 5; currently the town has a
681 rating of 10.
- 682 • Improve business corridor and the entrances; need way finding signs, especially for the library
683 and pier
- 684 • Encourage commercial development at the pier, because the parking requirement was reduced
- 685 • Planning commission will be asked to reconsider setbacks in the area for commercial projects
686 that will generate more commercial interest
- 687 • Ocean Boulevard needs landscaping
- 688 • Improve Surfside Drive
- 689 • In cooperation with South Carolina Department of Transportation (DOT) build islands on 17
690 Business; install approved plans and landscaping-engage the business community to adopt each
691 island, possibly obtain grants for the plants
- 692 • The town should be the place that visitors *want (speaker's emphasis)* to come
- 693 • Better communication between departments, particularly when projects fall under more than one
694 department's purview

695
696 After a lengthy discussion about current and proposed projects for signage, way-finding signs and
697 road projects, the effectiveness of *ad hoc* committees, and maintenance of Highway 17 Business, Mayor
698 Samples reminded the council that its purpose was to give staff direction to accomplish tasks and
699 projects; not tell them from whom, where or how to do them. **TOWN COUNCIL CONCURRED TO**
700 **DIRECT THE ADMINISTRATOR TO FORMULATE A PLAN TO PRESENT AT THE FIRST MEETING IN**
701 **OCTOBER**
702

703 Ms. Fellner suggested that a phased plan be developed, so funding could be identified and the
704 possibility of mistakes would be reduced. Money was budgeted for way finding signs in the current year's
705 budget. **COUNCIL CONCURRED TO PROCEED WITH PLACING WAY FINDING SIGNS AND THE**
706 **ADMINISTRATOR WOULD PREPARE A REPORT ON SIGNAGE FOR THE FIRST MEETING IN JULY**
707
708

- 709 **Finance**, Director King
710 • Business licensing process may have to be changed in the future; Myrtle Beach is updating its
711 process and the town will be the only one using current system
712 • Business licensing; two staff members that handle licensing and hospitality and bring in revenue
713 for the town
714 • Financial accounting; three staff members that handle accounts payable, accounts receivable,
715 payroll, and general accounting functions
716 • Paying major vendors (Santee Cooper, Grand Strand Water & Sewer, etc.) vendors via ACH
717 instead of writing checks; payments would be made electronically. Agreements would be
718 executed stipulating that the town would pay and the company would receive payments by ACH,
719 along with other language protecting the town, for instance an incorrect payment made. This
720 would save on postage, checks, staff time. Payments would still show on monthly reports.
721 • Changing procurement amounts will also help the department; Ms. King supported the increases
722 • RFP (Request for proposals) was let for a new auditor, the contract for which must be executed
723 before July 1st. Four bids received; a recommendation will be presented to Town Council.
724 • An RFP will be let for banking services; the contract is expiring with First Federal. The bank must
725 be able to accommodate ACH transactions and be compatible with and optimize use of the
726 town's computer software
727 • Business license applications will be standardized as being done throughout the state
728 • Workers compensation has various rates depending on the employee's job and is based on the
729 number of injuries. Rates have increased \$70,000; half of that amount was included in the
730 current year budget because rates are charged January to January. In January 2015 another
731 budget amendment for workers comp premium will be presented for the remainder of the
732 FY2014-2015 budget year.
733 • Health insurance is payable February to February; an amendment was made from February to
734 June. Another amendment will be presented in February 2015 when the rate changes.
735 • The November budget retreat should be goal oriented; for instance, if council wants to improve
736 Highway 17, a decision should be made to place a specific amount of money in reserves to work
737 towards that goal so council can measure whether the goal was achieved, which is how past
738 council's determined budget amounts

- 739 **Town Clerk**, Clerk Herrmann
740 • Laptop in the budget for clerk's office is necessary to work with new digital recording system
741 • Summary minutes would be more efficient, save time, storage space, paper, copying costs, toner,
742 electricity – example detailed minutes paragraph had 387 words; summary was 37 words.
743 Councilmembers may always say "for the record," if they want germane comments in the record.
744 • Color printer for clerk office (not in budget, but would help with efficiency); currently black ink-jet
745 printer for drafts; not efficient nor cost effective because Canon printer is always busy
746 • Restore mayor's portraits (Harrison, Bunch, and Freeland) that are faded from years of sun
747 bleaching
748 • Eventually cross-train a staff member to work in the clerk's office for unexpected absences so
749 council's work would continue to be done; election laws have changed, need assistant on
750 Election Day
751 • LED marquee; the current one is outdated. LED would make it much easier to advertise town
752 meetings, events, publish hazard warnings, safety information, etc. Two years ago the price was
753 about \$50,000; now they are running \$60,000

754 **TOWN COUNCIL CONCURRED TO SUMMARY MINUTES FOR ALL MEETINGS**

- 755 **Administration**, Administrator Fellner
756 • Every attorney she speaks with recommends a designated human resources (HR) administrator;
757 she suggested splitting the executive assistance duties so that 50-percent of her time would be
758 devoted to HR to help alleviate liability issues by providing a designated person for employees to
759 contact. Some training expense would be incurred.
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- The budget includes a fire-resistant file cabinet for personnel folders that is mandated.
 - Biggest wish is to plant palms trees, and plush landscaping in the medians, which requires 50-foot medians with curb and gutter per DOT regulations. She recommended placing money into capital projects fund for engineering, because expansion can take place when the frontage roads are closed. When engineering is already done, GSATS is more likely to award moneys for the projects. The town's roadway is projected for 2035, but GSATS has more than 50-percent of its projects under-funded, the time is more likely to be 2050-2060 or it would never be improved. End-to-end engineering would cost about \$250,000.
 - If parking on Ocean Boulevard is eliminated, she would like to see enough money dedicated to beautification on the boulevard so significant plantings could be done, and save money to purchase or coop with vacant lot owners to develop other parking areas
 - Add members to the infrastructure subcommittee, she suggested Mr. Childs and Mr. Magliette (council subcommittees to be placed on May 13th regular meeting agenda)
 - Slow down meeting schedule; there were 53 meetings instead of 25 regular meetings. Staff has to prepare for and attend every meeting. She would like to spend extra time working on council's directives instead of attending so many meetings.
 - The new employee manual will soon be published, but it always is taken off when more important topics come up. The manual is going to the attorney for review and then will be presented to Town Council.

783 **RECESS at 11:26 a.m. - RECONVENE at 11:39 a.m.**

784 **BUSINESS COMMITTEE**

785

786

787 An email message was distributed from Mr. Truett, chairman of the business committee, asking

788 that council consider funding the façade grant for the coming year. After discussion about the grant

789 process, including the town participating in a demonstration project, council determined it would prefer to

790 target a single property that was in significant exterior disrepair to be recommended by the business

791 committee and approved by Town Council. **TOWN COUNCIL CONCURRED TO FUND ONE**

792 **MATCHING FAÇADE GRANT IN AN AMOUNT UP TO \$10,000 DURING FY2014-2015**

793

794 **Town Council Comments**

795 **Mayor Samples**

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- The most common complaint from members was that communications were not good. The perception was that he knew things and did not share. Since the visioning meeting, he has tried to correct that perception. Councilmembers depend upon staff to contact individual members when significant events occur in town or about routine matters when necessary. Mayor Samples encouraged councilmember to call him anytime they had a question, or if they felt the need for a special meeting. The mayor has authority to call a special meeting or four councilmembers may call a special meeting.
 - \$2,000 was budgeted for mayor's conferences. Mayor Samples asked councilmembers if they would concur that the amount would be reduced to \$1,000, and that \$1,000 be allocated to purchase two logo shirts for each member. **TOWN COUNCIL CONCURRED**
 - Parking is an issue to be dealt with, because while he dislikes meters, the revenue supports the town. Reserves were already being tapped to balance the budget.
 - Opposed raising property taxes, but that was the tried and true method used to fund local governments; opposed increasing business license fees, because the town is small geographically, a business did not have to move too far to be outside the town limit. Council will make decisions about increasing revenue or cutting services to provide revenue for town operations; without revenue nothing will be done. He expects a tax increase in the future.

814

815 **Councilmember Stevens**

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- 817
- The lease with Pier Outfitters ends in 2017. He suggested starting now to develop the process to keep Pier Outfitters or find a new tenant. Ms. Fellner said there were no auto-renewals; because

- 818 of the Attorney General's opinion stating that the town can act in its best interest, council could
819 enter negotiations with the current tenant. However, it was Town Council's decision to make.
820 • The Camping Equipment store would like to repair recreational vehicles, which would generate a
821 great deal of money. The town's ordinance restricts that business. He asked if that could be
822 revisited. Ms. Fellner would ask the planning director to look into the matter.
823

824 **Councilmember-Elect Childs**

- 825 • When the deputy administrator was hired, council at the time hoped that human resources would
826 be a primary duty. He supported having a designated human resources staff member. After
827 further discussion, **TOWN COUNCIL CONCURRED TO MODIFY THE POSITION FOR THE
828 EXECUTIVE ASSISTANT 50-PERCENT, AND 50-PERCENT HUMAN RESOURCES
829 ADMINISTRATOR**

830
831 **Councilmember-Elect Pellegrino**

- 832 • Top five comments when campaigning:
833 1. Beach renourishment; savings should be more aggressive
834 2. Parking; personally would like to eliminate Ocean Boulevard and Seaside Drive parking
835 3. Mutual respect among the councilmembers and the public
836 4. Highway 17 improvements
837 5. Building and permitting issues-he assumed by context many comments were based on
838 past administrations; he was sure it was getting better
839 • Two personal focus areas:
840 1. Revenue stream development is key; there are many great ideas that all cost money.
841 Bringing in businesses, and annexation, which is the only quick way to increase revenue.
842 Move on the test annexation of the four units.
843 2. Promoting the town so everyone knows it is here. Make the town a destination;
844 emphasize the pier. When visitors leave, we want them to say next year they will stay in
845 Surfside Beach for vacation, or they want to eventually move here to live. Council needs
846 to fund the great ideas mentioned in the last two days so the town can go in that
847 direction.
848 • Establish a business of the month; part of the award could be free advertising in the town
849 newsletter, which would challenge businesses to clean up their areas at no cost to the town
850

851 **Councilmember-Elect Magliette**

- 852 • Buy local campaign; find employment opportunities for people in the service area
853 • Expand retail business, which provides additional employment opportunities and creates other
854 local opportunities for residents to shop, and creates other amenities that helps tourism
855 • Town brochure could be populated with gas stations, pharmacies, doctors, auto repairs, etc.,
856 placing the north and south sections on the opposing sides. A team could decide how to get all
857 400 businesses on the map and highlighting the key points of interest. Map available free at
858 various locations.
859

860 **Mayor Pro Tempore Mabry**

- 861 • Appreciated patience while staff shared goals; she believed this was the first time that had been
862 done.
863 • 12-month self promotion of Surfside Beach; phone greetings "Thank you for calling Surfside
864 Beach, The Family Beach; branding; customer service and other small steps can make a big
865 difference. With what the town offers, everyone should want to be here. The Buy Local
866 campaign could be implemented with minimal cost. Strive to accomplish promotion with existing
867 resources.
868 • CPTED (Crime Prevention through Environmental Design) was poorly launched, because
869 everyone is overwhelmed. CPTED needs to be promoted to inform and help protect our
870 residents and businesses; town newsletter, social media, etc. CPTED designs are confidential.
871 • Town hall reception area needs to be updated; town logo items need to be displayed properly.

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- Purchase iPads for councilmembers and eliminate paper packages; which would be efficient, save money and staff time; if not, could extraneous permitting information be eliminated. Anyone that wanted it could get it from town hall. After discussion, **COUNCIL CONCURRED TO CONTINUE USING PAPER PACKAGES WITH ANCILLARY REPORTS ATTACHED**
 - \$5,104 was not enough money budgeted for CRS; there should be at least \$10,000 to cover travel, training, educational materials, mass mailings, etc. **COUNCIL CONCURRED TO DIRECT THE ADMINISTRATOR TO PROPOSE A MODIFICATION TO THE CRS BUDGET**

880 **Councilmember Johnson**

- 881
- 882
- 883
- 884
- Municipal Association gives awards for projects done throughout the state; however, the town never submitted its fire station for recognition. Some of these programs, Buy Local, CPTED, and other might get the town some statewide recognition

885 Mayor Samples asked the clerk to give the committee names for which she took minutes. Ms.
886 Herrmann said Town Council, Planning and Zoning Commission, Board of Zoning Appeals, Stormwater
887 Committee, and the Accommodations Tax Committee.

888

889 **ADJOURNMENT.**

890 Mayor Samples declared the budget workshop adjourned at 12:44 p.m.

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892

893 Prepared and submitted by,

894

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896 _____
Debra E. Herrmann, CMC, Town Clerk

897 Approved: May 27, 2014

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899 _____
Douglas F. Samples, Mayor

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David L. Pellegrino, Mayor Pro Tempore

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Robert F. Childs, Town Council

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Mark L. Johnson, Town Council

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Mary Beth Mabry, Town Council

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Ralph J. Magliette, Town Council

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Randle M. Stevens, Town Council

913 Clerk's Note: This document constitutes summary minutes of the meeting, which was digitally recorded.
914 Appointments to hear the recording may be made with the town clerk. In accordance with FOIA, meeting notice and the agenda were distributed to local media and interested parties. The agenda was posted on bulletin boards outside Council Chambers; in the Town Hall reception area; and on the town website. Meeting notice was also posted on the Town marquee.